

In the Claims:

1-11. (Cancelled).

12. (Currently Amended) Loudspeaker assembly arranged in a surrounding surface, wherein the loudspeaker, including an acoustic lens joined therewith, ~~[[may be]]~~ is capable of being brought from a first non-exposed position and into a second exposed position along an axis of movement, where the loudspeaker assembly comprises a transducer unit, means for moving the loudspeaker in a linear movement from the first position to the second position and from the second position to the first position ~~vice-versa~~, and a closure member either being integral with the loudspeaker assembly or being an integral part of the acoustic lens for covering the loudspeaker in its first position, and further that means are provided so that the loudspeaker and/or the acoustic lens may be rotated around the axis of movement, and further ~~[[the]]~~ a means for tilting the loudspeaker and/or the acoustic lens around a second axis perpendicular to the axis of movement is provided.

13. (Previously Presented) Loudspeaker assembly according to claim 12, wherein the means for moving the loudspeaker and the acoustical lens comprises one or more spindles which spindles, in a first end, are fastened to the transducer unit and/or the acoustic lens and in the other end are rotatably held by means of a bearing and a worm gearbox, such that the worm gear moves the spindles up or down in relation to the surroundings depending on the rotational direction of the worm gear thereby moving the loudspeaker and the acoustic lens between the first and second positions.

14. (Previously Presented) Loudspeaker assembly according to claim 12, wherein the means for moving the loudspeaker and/or the acoustical lens comprises one or more rails fastened to the surroundings, and wherein means are provided on the loudspeaker assembly for sliding along said rails, such that the loudspeaker assembly is movable between the first and second positions.

15. (Previously Presented) Loudspeaker assembly according to claim 12, wherein the means for moving the loudspeaker and/or the acoustical lens comprises one or more moving racks racks fastened to the loudspeaker with corresponding gearwheels, such that, by rotating the gearwheels, the rack(s) and thereby the loudspeaker will move.

16. (Previously Presented) Loudspeaker assembly according to claim 12, wherein the assembly is arranged in a vehicle, preferably in the dashboard, and/or doors, and/or the rear shelf.

17. (Previously Presented) Loudspeaker assembly according to claim 12, wherein the surrounding surface is the dashboard of a vehicle, and that the closure member is integral with a top section of the loudspeaker assembly and that the closure member is a cut-out section of the dashboard or at least made from the same materials and having identical texture as the dashboard, such that the assembly is invisible in its first position and fully operational in its second position.

18. (Previously Presented) Loudspeaker assembly according to claim 12, wherein the assembly is built into a wall, and wherein the closure member is a moveable section of the wall, which when the movement of the loudspeaker assembly is activated retracts, slides, pivots or moves concurrently with the movement of the loudspeaker assembly from the first position to the second position and vice-versa.

19. (Previously Presented) Loudspeaker assembly according to claim 12, wherein the surroundings are a television set, a hi-fi sound installation, or another loudspeaker or subwoofer.

20. (Previously Presented) Loudspeaker assembly according to claim 12, wherein pressure sensors are provided in the assembly such that, if a predetermined minimum force is applied to the assembly in its second position, the assembly will retract to its first position.

21. (Previously Presented) Automotive sound installation comprising a number of loudspeakers such as tweeters, midrange, bass, mid-bass and subwoofer and at least one loudspeaker assembly according to any of the preceding claims, wherein the sound distribution is controlled by a central unit, wherein means are provided for optimising the distribution of sound between the loudspeakers in relation to the passengers in the vehicle, wherein the loudspeaker assembly is arranged in the dashboard of the vehicle, and ~~that~~ wherein the loudspeaker assembly is adjustable or rotation, tilt and/or elevation for optimal sound distribution.

22. (Previously Presented) Automotive sound installation according to claim 22, wherein the adjustment for rotation, tilt and/or elevation for optimal sound distribution is carried out automatically and/or independently.

23. (Previously Presented) The loudspeaker assembly according to claim 12, wherein the means for moving the loudspeaker in a linear movement is motor means and a gearbox.